

BEFORE  
THE PUBLIC SERVICE COMMISSION OF  
SOUTH CAROLINA  
DOCKET NO. 94-559-C - ORDER NO. 95-933  
APRIL 19, 1995

IN RE: Proceeding Addressing Marketing	)	ORDER
Guidelines for Telecommunications	)	GRANTING
Companies.	)	RECONSIDERATION
	)	

This matter comes before the Public Service Commission of South Carolina (the Commission) on the March 29, 1995 Petition of Southern Bell Telephone & Telegraph Company (Southern Bell) for Rehearing or Reconsideration of our Order No. 95-658, issued on March 20, 1995.

In support of its Petition, Southern Bell states that the evidence at the hearing on this matter clearly established that some interexchange carriers (IXCs) are confusing persons by representing an affiliation with Southern Bell or another local exchange carrier (LEC) in order to persuade them to change their long distance carrier. According to Southern Bell, the rules should prohibit any reference to a LEC by an IXC during the course of a marketing contact. Accordingly, Southern Bell requests that the Commission reconsider its marketing guidelines and amend the same to prohibit a reference by any IXC to an LEC during the course of a marketing contact.

MCI Telecommunications Corporation (MCI) filed a Return to the Petition of Southern Bell requesting that the relief requested be denied on the grounds that the request is untimely and overbroad.

The Commission has considered this matter, and believes that the matter raised by Southern Bell bears addressing. Therefore, the Commission grants reconsideration requested by Southern Bell. The Commission has noticed an increasing number of complaints in which consumers note that a LEC was mentioned in the marketing discussion with them. We feel that this can be potentially misleading. Therefore, we are adding herein, language further addressing marketing techniques. We believe that all IXC's, both facilities based and non-facilities based, should refrain from indulging or participating in deceptive or misleading telecommunications marketing practices to the detriment of consumers in South Carolina.

In addition, all IXC's will comply with all marketing procedures set forth by the Commission. All IXC's will be responsible for the marketing practices of their contracted telemarketers for compliance with this provision. We believe that this will insure that fewer misleading telecommunications marketing practices will take place such as the one referred to by Southern Bell in its Petition.

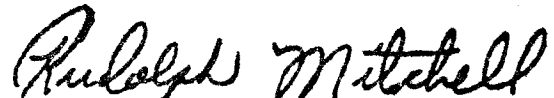
IT IS THEREFORE ORDERED THAT:

1. Reconsideration of Order No. 95-658 is granted.
2. Order No. 95-658 is hereby modified with added language


as stated above.

3. This Order shall remain in full force and effect until further Order of the Commission.

BY ORDER OF THE COMMISSION:

  
Chairman

ATTEST:

  
Deputy Executive Director  
(SEAL)